Press Release

Awareness Campaign on Industrial Minerals

The European Industrial Minerals Industry - represented by its association IMA-Europe-, as part of its commitment to improve dialogue between industry, its stakeholders and the public, has recently embarked on a major new campaign to increase public awareness of the role of Industrial Minerals in society.

The campaign entitled "Essential, Smart and Beneficial Minerals - Your world is made of them", will be launched at IMA-Europe's forthcoming 2002 Conference in Brussels on 6 June. The conference, under the banner of "Industrial Minerals: A world of possibilities - From quarry to high-tech", will highlight the "smart" use of Industrial Minerals in high-tech applications, such as space programmes, communication technologies, high-speed transportation, alternative energy sources, and many other innovative technologies.

Most people think of minerals in terms of mineralogical collections or jewellery and seldom make the connection between Industrial Minerals and the vital part they play in our everyday life. The communications campaign has therefore been designed to bring the world of Industrial Minerals closer to the public. Although there is general awareness of the existence of mines and quarries, most people are unaware of the link between the mined mineral and its end-uses. This is because Industrial Minerals, unlike for example stone, marble, granite and metals such as iron, copper or silver and gold, lose their identity when incorporated into their end-uses. Industrial Minerals are processed by many downstream industries for a wide variety of applications. For example, they are an essential element in paint, paper, ceramics, glass, plastics, cosmetics, pharmaceuticals, electronics, metal casting, construction materials and agriculture to name just a few.

The campaign will feature images from daily life showing how Industrial Minerals provide us with many products we simply take for granted - from bathroom tiles to bicycle tyres, cosmetics to car exhausts, medicines to mobile phones, protective paint to PC screens, water purification to windscreen safety glass, to paper for magazines and many, many more.

The public awareness campaign is set within the context of transparency and dialogue and as such aims to increase understanding of IMA-Europe's role and activities. In the same vein, an Industrial Minerals Council of Chief Executives is due to be set up in June. The Council will provide long-term vision and strategic direction underpinning a series of action programmes as well as setting priorities in areas such as Corporate Governance, Sustainable Development, and Ethical Behaviour.

More information can be found on IMA's website at www.ima-eu.org.

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